



# Sales Manager Akademie

**Univ. Prof. Dr. habil. Dr. Dr. h. c. Peter Linnert**  
President

Peter Linnert studied economics and business administration at the University of Hamburg. He has been awarded doctoral degree of economics and business administration in 1964 (Dr. rer.pol.).

Afterwards he worked as tenured track assistant professor at the Institute of Banking Business at the University of Hamburg.

In 1969/1970 Peter Linnert started lecturing at Vienna University of Economics and Business Administration.

Peter Linnert published more than 25 books. With his two volume work "Die neuen Theorien des Marketing" first edition in 1969 he contributed essentially to dispersion of marketing philosophy in the German speaking part of Europe. Among others he published the "Handbuch Organisation" and the "Handbuch Verkaufsförderung" presenting sales promotion for the first time as a modern instrument of marketing polity.

Passing several stations of lecturing at different universities in Germany and abroad he was appointed director of the Institute of Management of the University of Merseburg.

At the same time he held a chair at the Technische Universität of Vilnius. During his term of office in Vilnius he contributed essentially to the structuring of the Faculty of Economics and Business



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Administration in Vilnius. The Faculty of Economics and Business Administration therefore awarded Peter Linnert "Honorary Doctor" in 1994 for his scientific work.

In 1996 started as CEO of "Service Management Seminare an der Wirtschaftsuniversität Wien" which he reorganized to "Sales Manager Akademie (SMA)" in 1999.

SMA has been awarding among others the master degree of business administration to top level managers and high potentials since 2000 and founded the "Studienzentrum Hohe Warte (SHW)" in 2006. In cooperation with European universities, SHW offers undergraduate, graduate and post graduate studies of economics and business administration in German language.

Peter Linnert has written critical statements to many questions in the fields of economics and business administration in more than 70 publications. He is advisor of many well known service and industrial companies in Europe.

Being a business and marketing consultant for many years Peter Linnert has offered many "living case studies" which substantially contribute to building and manifestation of success the Sales Manager Akademie.